



MANAGE Agricultural Extension “Evening4Learning (E4L)” Webinar Series



Theme: “Community Sustainable Extension Systems”



Topic: "Community Sustainable Extension Systems: KVK Experiences in Secondary Agriculture”



Schedule:

28-08-2024, 19:00-20:30 PM



About the Program

The MANAGE Agricultural Extension “Evening4Learning” Webinar Series is aimed at enhancing knowledge and professional engagement in the field of agricultural extension. The four day series is structured with each day focusing on a distinct topic under a common theme, allowing participants to gain comprehensive insights into key areas of extension. The programme is intended for a diverse audience, including postgraduate and doctoral students, agricultural faculty, and industry professionals. It covers broad themes ranging from entrepreneurship and sustainability to emerging technologies in agriculture.

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Agricultural Extension
“Evening4Learning”
Webinar Series
Aug 27-30, 2024
19.00-20.30 pm (IST)
Theme: Community Sustainable Extension Systems



Speaker

Dr. P. Alagesan

Head & Senior Scientist
ICAR-KVK-MYRADA
myradakvk@gmail.com

 Perumal Alagesan

About the Speaker

Dr. P. Alagesan is an accomplished agricultural extension professional with over 25 years of experience in agriculture and rural development, particularly in the ICAR-KVK system. He currently serves as Senior Scientist and Head at ICAR-KVK, MYRADA, Gobichettipalayam, Tamil Nadu, and holds a Ph.D. in Agricultural Extension and Rural Sociology. His work focuses on livelihood promotion, integrated farm development, watershed management, and strengthening farmer institutions through participatory approaches.

Introduction

Institutions play a foundational role in sustainable rural and agricultural development, ranging from informal family-based systems to large formal organisations. In the context of village-level and grassroots development, community institutions are critical for ensuring sustainability, participation, and equitable growth. Experience from long-term field engagement demonstrates that institutions formed at the grassroots level require structured frameworks to sustain themselves beyond initial project or agency support.

In agricultural extension, sustainability is increasingly linked not only to production enhancement but also to farmers' participation in the agri-value chain. While Krishi Vigyan Kendras (KVKs) traditionally focus on technology dissemination and adoption, enhancing farmers' income requires their effective engagement in post-harvest operations, value addition, branding, marketing, and enterprise development. This shift necessitates strong, resilient community institutions capable of providing continuous handholding and support.

Features of Institution

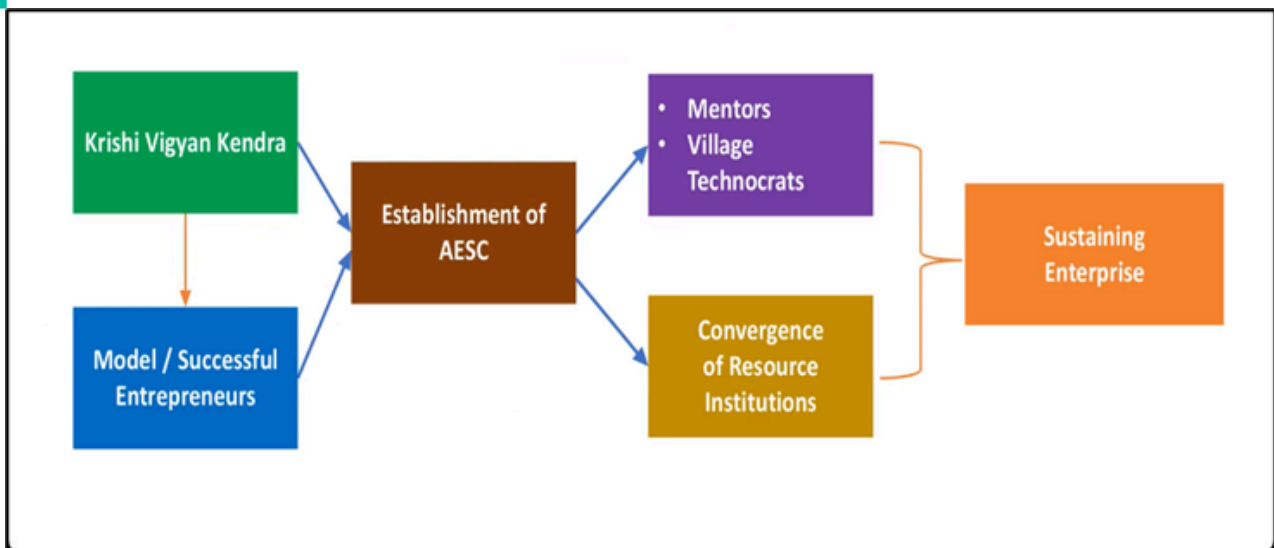
An institution is built around six core features:

- A clearly articulated, community-owned **vision and mission** that fosters collective ownership
- Strong **organisational management** with well-defined roles and systems
- Sound **financial management** anchored in financial literacy, systematic bookkeeping, and regular audits
- **Accountability** and transparency to strengthen trust and responsibility
- Strategic **linkages and networks** with external institutions to access resources and opportunities
- Continuous **learning and evaluation** to refine strategies and sustain growth

Agri-Entrepreneurs' Service Centre (AESC) Model

Agriculture is increasingly being recognised as an agri-business sector, with farmers transitioning from producers to entrepreneurs. In response to this paradigm shift, the Agri-Entrepreneurs' Service Centre (AESC) was established by ICAR-KVK MYRADA (Mysore Resettlement and Development Agency) to provide structured and long-term support for agri-based enterprises.

Drawing on decades of extension experience, the AESC focuses on strengthening existing skills, identifying new competencies, and nurturing entrepreneurial capabilities among farmers. The Centre supports enterprise development in areas such as organic farming, apiculture, poultry, livestock management, mushroom production, product quality enhancement, storage, packaging, value addition, and marketing. Established as a self-sustained grassroot institution, the AESC has emerged as a successful decade-long model of community-based enterprise support.



Need of AESC

KVKs conducts skill-based training programmes for farmers, rural youth and entrepreneurs. However, not all trainees are able to practice or apply the skills learned. The major reasons include:

- Lack of information on resources and marketing institutions
- Lack of mentoring support for budding entrepreneurs
- Lack of networking among youth to develop enterprises
- Absence of grass-root level Institutions for sustain initiatives

To address these gaps, the AESC plays a crucial role by providing continuous support, mentoring, and access to relevant information for farmers, rural youth, and entrepreneurs.

Objectives of AESC

The AESC was established with four key objectives aimed at building a comprehensive support system for emerging agri-entrepreneurs:

- To enhance existing skills, explore potential skills, and introduce new skills in the farming community with a view to promoting agripreneurship.
- To provide comprehensive mentoring support to budding entrepreneurs in agriculture and allied sectors, including quality improvement, packaging, and marketing.
- To establish appropriate technical, financial, and resource-related linkages for business development
- To document processes and derive lessons for wider dissemination in agri-entrepreneurship development

Services Anchored in the AESC

To bridge gaps in the entrepreneurial ecosystem, the AESC adopts an integrated operational approach to support aspiring and existing entrepreneurs. Key interventions include regular skill-based training in collaboration with Krishi Vigyan Kendras (KVKs) and other institutions, structured mentor-mentee linkages, and technical assistance for preparing bankable project proposals to facilitate access to institutional finance.

The centre also strengthens linkages with regulatory authorities and line departments, recognizes successful entrepreneurs annually to promote excellence, and documents and disseminates success stories through various media platforms. Collectively, these interventions provide holistic support, enabling entrepreneurs to progress from idea generation to the establishment and scaling of sustainable enterprises.

Services to Entrepreneurs:

- Mentors developed : 136
- Linking budding entrepreneurs : 68
- Bankable project proposals : 34
- Branded products developed : 123
- Honouring outstanding entrepreneurs : 9
- Publishing impactful experiences : 11
- Increased income : 146
(Rs.10,000 – 40,000/Month)

Members in AESC : 1146

Farm Based Enterprises
(143)

Livestock Based Enterprises
(82)

Value Added Products
(211)

Compendium of Mentors

Agri-Entrepreneurs' Service Center



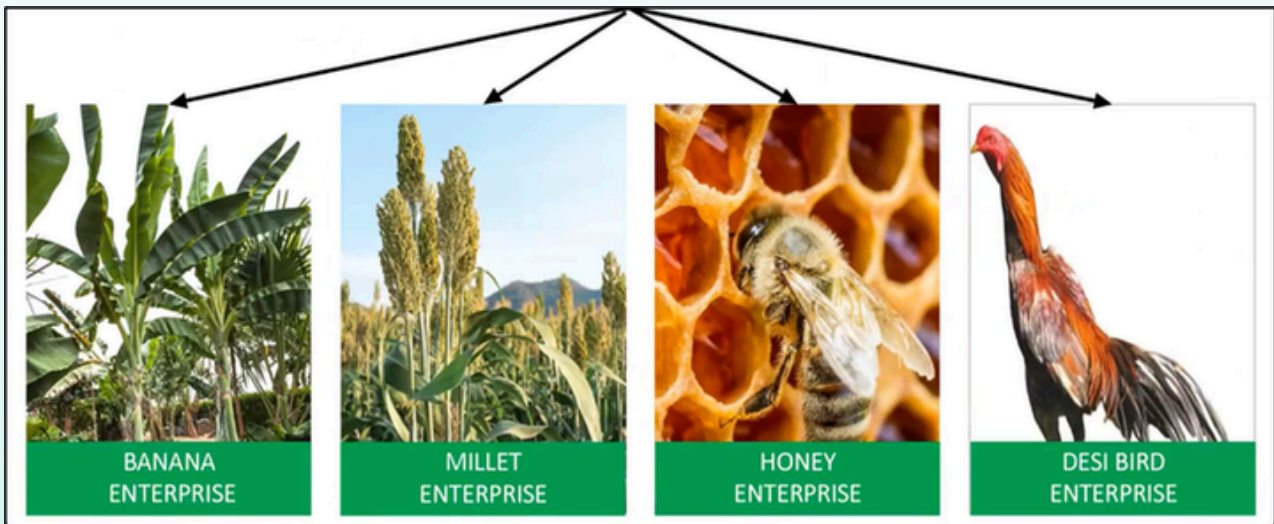
ICAR KVK MYRADA,
272 PERUMAL NAGAR,
PUDUVALLIAMPALAYAM ROAD,
KALINGIRAI POST,
COIMBATORE PALAKKAD TALUK,
ERODE DISTRICT (TN)








AESC Functional Models

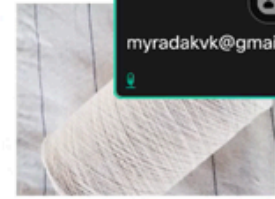


Banana Enterprise

AESC support in capacity building, value addition, and product innovation led to the development of banana fibre fabrics and banana fibre-based footwear materials. Strategic market linkages enabled access to international market access, including exchanges with Sri Lanka and Japan.

Outcome & Impact

- Cluster level **3 production units** established
- Developed **174 entrepreneurs** in banana fiber production and value addition
Banana fiber extracted **16 ton/year**
- **6000 liter /year** SAP water based value added produced
- **Mat** produced and marketed by youths **40,000 mts./year**
- **2000 Nos. Handicrafts/year** produced and marketed
- **Network with international market outlets (Japan, Sri Lanka)**
- **Technology expertize provides to other district farmers**



Honey Enterprise

Entrepreneurs received training, exposure visits, bee boxes, accessories, and continuous technical support. The AESC facilitates value addition, branding, and certification, enabling diversification into products such as honey chocolates and harvested bee pollen.

Value Added Products in Honey



Honey Storage Tank



Pure Honey



Honey with Dry fruits & Nuts



Honey Amla Candy



Honey Wax



Honey Chocolate



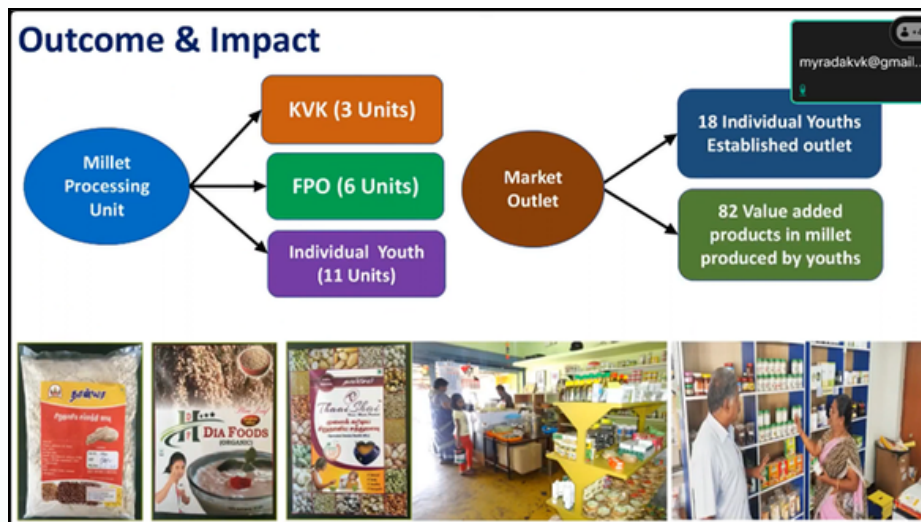
Pollen

Outcome & Impact

- **27 units** established in the district which covers **1200 boxes**
- **32 branded** value added products developed
- **6 Model farms** established for providing training and technical guidance
- Promoted **26 youths as Mentors** in bee rearing for budding youth entrepreneurs in various districts
- **Technology disseminated through National Level Exhibitions**
- **Promotion of bee keeping activities to other districts through technical expertize services**

Millet Value Addition

Support was provided for developing secondary products including flours, nutri-mixes, biscuits, and flakes. With technical backing from Tamil Nadu Agricultural University and its incubation centre, the enterprise established a production unit and launched the award-winning “ARA” brand.



Desi Bird Enterprise

The initiative focused on skill training, demonstration units, access to quality chicks through mentor hatcheries, and the establishment of feed-mixing units. A total of 465 youths across three clusters were engaged, with feed-mixing units significantly reducing costs and improving profitability.



The AESC initiative illustrates the effectiveness of targeted capacity building, structured mentorship, and strategic market linkages in converting local resources into competitive and value-driven enterprises. By promoting innovation across the production to value addition continuum and providing continuous expert guidance, the centre has enabled sustainable enterprise development, fostered international collaborations, and supported the emergence of skilled trainers and decentralized production units. This model underscores the potential of community-based enterprise development to generate lasting economic, social, and global impact.

Key Highlights

- The grassroots institutions play a critical role in ensuring sustainable agricultural extension, farmer participation in value chains, and long-term rural development.

- The Agri-Entrepreneurs' Service Centre (AESC), established by ICAR-KVK (MYRADA), has emerged as a successful, self-sustaining model providing structured, long-term support for agri-based enterprises.
- AESC delivers holistic support through skill-based training, mentor-mentee linkages, technical guidance, and institutional networking, enabling entrepreneurs to transition from production to value addition and marketing.
- The centre has facilitated successful enterprises in banana fibre products, honey, millets, and desi bird farming, supported by value addition, branding, certification, and national and international market linkages.
- Adoption of a Farmer-to-Consumer (F2C) marketing, supported by digital platforms and coordinated logistics, has strengthened local market access, improved product visibility, and enhanced income opportunities for rural entrepreneurs.

Interactive discussion

1. What strategies are adopted by the AESC to market value-added products to local consumers?

The Agri Entrepreneurs' Service Centre (AESC) adopts an integrated Farmer-to-Consumer (F2C) marketing strategy to enhance the local reach of value-added products. This approach focuses on supplying high-quality, well-branded products supported by digital order placement through platforms such as WhatsApp and active promotion via social media. A structured door-to-door distribution system operates on fixed schedules using mini trucks to ensure timely and reliable delivery. In addition, entrepreneurs collaborate within the AESC network to aggregate products based on consumer demand, thereby improving product diversity and availability. Collectively, these strategies demonstrate the effectiveness of digital engagement, coordinated logistics, and quality assurance in strengthening local market access.

YouTube link:

<https://www.youtube.com/watch?v=I65WgY9QEyA&list=P L6mI4tMrzHzTHqX8i3o Q6o-B4Pfc5gPQs&t=1s>

E4L Report Prepared by:
Dr. Vavilala Priyanka, MANAGE Fellow
Ms. Aswathi S Nair, MANAGE Intern

MANAGE - Center for Agricultural Extension Innovations, Reforms and Agripreneurship (MANAGE- CAEIRA)
National Institute of Agricultural Extension Management (MANAGE)
 Rajendranagar, Hyderabad- 500 030, INDIA